



# *KIDSTAR RADIO*



## *GIVING VOICE TO YOUR COMMUNITY*



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Creative, Open,  
Diverse, Confident,  
Involved,  
Informed, Empowered



At Kidstar Radio, we foster creativity, openness and diversity by providing a safe environment for individuals to think and speak freely.

Kidstar students are leaders and have a responsibility to themselves, their families and their communities and will always engage with others with dignity.

*We produce #Kidtalkradio for global distribution in a safe and creative environment. Our kids grow to find their VOICE in our community and in their community. They become informed and independent. They develop confidence with superior communication skills and advanced organization skills.*

## Perry Damone, Founder



“As a radio broadcaster for over thirty-five years, I wanted to give back to the community and to our children by using all that I have learned from the wonderful experiences. Every day it seems when I turn on the news there are more horrible situations where kids are in trouble. It is just heartbreaking. “

Kidstar provides an opportunity where none would otherwise exist, where we can get kids involved at an early age and help mold their character and instill a value system that will let them Since 1987,

The Kidstar Program has been helping children find their voice and giving them a positive direction towards their future. Not only do the kids “Do It All,” such as becoming sportscasters, on air hosts, producers, engineers, interviewers – every task those involved in radio media perform – they are building character.

They learn they can be an integral part of their community. Kidstar touches the lives of thousands of children and young adults and makes a positive difference within their lives that will carry them throughout their lifetime.

*Perry Damone, Founder of KDSTR Radio Corporation, passed away in December of 2014. He wrote this several years ago to encapsulate his dream and vision. We work to preserve his legacy.*

# Bruce Solsten Executive Director



“Every Kid Has a Dream. That’s how we do it.” One of Perry’s favorite subtitles for the Kidstar program.

Bruce has 15 years’ experience as a Broadcaster, having worked as mid-morning host for a small market radio station in NE Saskatchewan, Canada. He worked for 17 years as a Hospital Chaplain at Good Samaritan Hospital, Phoenix Children’s Hospital and for a large congregation in Glendale, Arizona .

He started with Kidstar as a volunteer 10 years ago and is currently the Board Chairman and CEO of Kidstar Radio, a position he has held since 2014. Bruce is also one of the main trainer/coaches for the Kidstar program.

Bruce has a B.A. in English, a M. Div. and an M.B.A. with emphasis on e-commerce and on-line learning.

Bruce is currently working on a major writing project committing the Kidstar Program to a multi-media format for global distribution.

***Junior Broadcaster/Senior Broadcaster/Junior Producer***

Yes, we teach the basic skills of radio. A more significant underlying experience is the confidence that grows in the student, the communication, organization and team work skills that will impact the child's future.



*"Kidstar Radio Network has been an incredible community outreach program for the Orlando Predators.."*

**- BRETT BOUCHY**

*"Kidstar has been life changing not only to me as a parent, but to my daughters and the kids that I work with."*

**- TAMRA WADE**

*"Kidstar means The World to me! "*

**- MARIO RIDGLEY JR.**

*"Imagine a child. Now imagine a child that is involved and informed, Creative and Confident. That child is a Kidstar Kid. "*

**- BRUCE SOLSTEN**

# Impact



We have produced 1,773 shows for VoiceAmericaKids.com. There were over 500 people involved over the years (including schools) with a conservative estimate of 8,800 hours of work going into this project.

We enjoyed over 24,822 listener minutes. Our listener minutes were higher than any other on the network.

Our website continues to enjoy traffic with an average of 27,000 hits over the last year. We have 253 likes on Facebook and 908 followers on Twitter.

Connor is our politician and is a member of the White House Press Pool, with those credentials he was able to attend the Democratic National Convention as a member of the press. When asked what he liked best about being part of Kidstar and a member of the White House Press Pool, he thought for a moment and said "Riding on Air Force One".

Lindsey was the host of "Bookworm". She would read and comment on age appropriate books (well, she does read at an advanced level.) She has a following in Indonesia. They wanted to practice their English. And listening to her show

## Impact



**José**, was not just at the bottom of his class. He was at the bottom of the school. When he graduated, in his valedictory address, he said that his first responder/military radio show had saved his life. He is a career Marine.

**Michael** did a cooking show and is now a chef at a major resort. He started with a cooking show interviewing waiters and waitresses, then cooks and restaurateurs. Then he started interviewing teachers at a culinary school. By the time he graduated high school he knew all of the instructors at the school. It made that transition very easy.

**Eliana** does a cooking show and has published 2 cookbooks with Pelican Books. She now has her own radio show in New Orleans and was the winner of the 2017 Teen Chopped Show on the Food Network. She has won numerous awards for her cooking and for her shows.

**Michelle's** parents thought she should be a Nurse or a Teacher. Her first shows were interviewing people in the medical professions. She did a remote at a clinic. At the first sign of blood she passed out! Ok, let's try teachers then. After many interviews she came across a teacher of design. Her mind was made up. I want to be a designer. On graduation from high school she was accepted to one of the premier shoe design schools in Milan, Italy.



## Impact



### Mark Macluskie

At a young age Mark was diagnosed with medium to severe autism. At 16 he no longer had autism and co-hosted a weekly Kidstar Radio program "The Tech Team" which boasted 32,000 monthly listeners at it's peak. You can read his story in the New York Times Magazine from July 31, 2014, *The Kids Who Beat Autism*. (The Link to this article is on the Kidstar website).

In 2014 Kidstar partnered with The Civitan Foundation to create a pilot project that brought the Kidstar experience to this day program for developmentally disabled adults. The program was very successful.

Over the next two years we worked to re-package the Kidstar program creating a self-paced empowerment program that could be used in any community.

We currently have four experience paths. The only real difference is the rate at which the student moves through the content.

You can engage the Kidstar program as an individual, as a school, or DDA Program. The Podcast Version is an immersion program that teaches all four years of content in four months.

Cost should not be a barrier to participation, especially for the individual. We do from time to time have scholarship dollars available. We also have community service work projects to help defray costs to the individual.

# KIDSTAR 2.0

Giving voice to your community through the Podcast. Empowering Children by developing superior communication, organization and interview skills through the medium of radio and podcasts.

## SCHOOLS



A CTE Program to encourage individual students to engage in subject matter conversation.



Cost Effective, Self-Paced and individualized.



License a Complete Radio Station for your school. \$5400 a year or \$540 a month.

## INDIVIDUALS



Work your way through the entire Kidstar 2.0 program with like minded kids from the global community.



Mentored Computer-based training, videos, webinars and conference calls.



Self-paced program for \$240 a year or \$24 a month.

## PODCASTING



Jump to the front of the line. This intensive version is for the individual that wants to start NOW!



Four years of content in 4 months. This program requires time and the ability to focus.



Individual program and license \$4000

## DDA



Proven empowerment program for the developmentally disabled adult.



Utilize current skills and develop new ones. Learn to work independently and as a part of a team.



Create a fully licensed radio station that gives voice to your community. \$5400/yr or \$540/month.

[WWW.KIDSTAR.ORG](http://WWW.KIDSTAR.ORG)

# Broadcast My Podcast

Creative, Open, Diverse, Confident, Involved, Informed, Empowered

At Kidstar Radio, we foster creativity, openness and diversity by providing a safe environment for children to think and speak freely. Kidstar participants are leaders and have a responsibility to themselves, their families and their communities and will always engage others with dignity.

## Zone of Genius

Defining the focus and mission of your podcast. Defining your perfect listener. Defining what makes you different.

STEP  
01



STEP  
02

## Equip

Let's build a studio that's right for you. \$29 or \$29,000 or somewhere in between.

## Produce

Giving voice to your ideas and presenting them to the connected world. Creating your podcast in 10 steps or less.

STEP  
03



STEP  
04

## Audience

Ten ways to grow your audience. Strategies for engaging your community.

## Monitizing

Ten ways to monetize your podcast.

STEP  
05



# FAQ



## **What is Kidstar?**

Kidstar is a 30 year old empowerment program. We teach our youth life skills through the medium of Radio

Our program started with low-power FM. We are now using internet radio and the most powerful automation platform on the planet.

## **What is the age range for Kidstar Kids?**

9 - 19. The best age to start is 9 - 14 as it is a multi-year program and the effectiveness is enhanced with an early start. The DDA program has no age restriction.

## **How does the program work?**

Essentially the kids involved in the program will run a internet based radio station. Everything, including news, sports, weather and special interest programming. The special interest programming is a "learn to podcast" unit where the child is taught the skills of the interview.

There will also be a Sales unit, "How to monetize your podcast." This will involve the creation of commercial content as well. The podcasts will be archived and available on demand. For those more technically inclined there are there is an Operations Unit and a Program Director/Producer Unit where you learn how.

# FAQ



## What will it cost?

For individuals \$240 a year or \$24 per month. Individuals will become hosts and contributors to the Kidstar radio station. Member contributors will be eligible for Media Pass credentials to events.

The current licensing rate for a school - \$5500 per year or \$550 a month. For the school year 2019-2020 the rate will increase to \$5999 or \$599 per month. This includes a dedicated radio channel for your school or community organization. Contributors will be eligible for Media Pass credentials. This annual licensing fee includes a full music library, royalty licensing and reporting and the coaching necessary to maximize the benefits of the program.

At the minimum you will need an internet connection and computer. A USB headset is recommended. For community and school installations equipment recommendations are available.

## What if I'm too old?

We have internships available.

## I need community service hours for school. Do you have a community service program?

The short answer is yes. We have a check list of activities that are considered a service to our community.

## FAQ



### **Can I cover special events for Kidstar Radio?**

Yes. We have had press credentials for many major events and red carpets. We are planning for more in the future. Some examples: Barrett Jackson car auction, Super Bowl Media day, NFL Draft. One of our kids is a member of the White House Press Pool.

### **What do you mean by "Box-Free Zone"?**

When he heard someone say "Think outside the box" our founder Perry Damone would always remind us that "There is no box". That's why we call our program a Box-Free-Zone. Check out our website at [www.boxfreezone.com](http://www.boxfreezone.com).

### **Can I broadcast my high school football game?**

Absolutely YES we do live events. Concerts too.

### **I don't think I can afford it.**

Don't be so sure. Remember, THERE IS NO BOX.

### **What do the November Elections, Comic Con, the 2020 Olympics in Japan, the Costa Rica surfing competition and the Super Bowl Media day have in common?**

We have groups of kids working to represent Kidstar at these events. Ask us about the credentialing process and become credentialed as a KIDSTAR MEDIA KID at special events.

# Kidstar Junior Broadcaster Syllabus



## General Information

### Description

We produce #Kidtalkradio for global distribution in a safe and creative environment. Our kids grow to become informed and independent in this community. They develop confidence with superior communication and advanced organization skills.

*Creative, Open, Diverse,*

*Confident, Involved, Informed, Empowered* – Seven words that express the expectations of the Kidstar Program. The goal of the Junior Broadcaster program is to lay the foundation for a strong media/social media presence.

### Expectations and Goals

Students will begin developing their individual “voice” in the connected community. The Voice includes but is not limited to their ability to create, organize and present content.

### Required Course Materials

- A quiet environment to work in.
- An internet connected computer with at minimum a USB headset/microphone\*.
- Free software: Audacity, Skype, Web-Cast software.

### Operational Platform

Students will access our cloud based radio automation system.

### Required Platform

Internal communications will be through a Google account and platform. Students will use Google Doc’s, Calendar, Classroom.

# Kidstar Junior Broadcaster Syllabus



Week	Topic
Week 1	Mic Etiquette Posture and Breathing Voice Exercises Station Breaks My Show – Part 1
Week 2	Greetings –Station Break with Tag line This is/That was (Music Intro/Outro) My Show – Part 2
Week 3	My Favorite Things My Show – Part 3
Week 4	MFT with Interview My Show – Part 4
Week 5	PSA's My Show – Part 5
Week 6	Interview with Talking Points My Show – Part 6
Week 7 – 18	Station Breaks Music Intro/Outro PSA's My Show - Segment





## **General Information**

### **Description**

The Senior Broadcaster program is level two of three and builds on the skills acquired at the Junior Broadcaster level.

### **Expectations and Goals**

Students will continue developing their individual “voice” in the connected community. The Voice includes but is not limited to their ability to create, organize and present content.

### **Required Course Materials**

- A quiet environment to work in.
- An internet connected computer with a USB headset/microphone\*. At this stage the student might want to consider upgrading his/her equipment.
- Free software: Audacity, Skype, Web-Conference Client Side.

### **Operational Platform**

Students will access our cloud based radio automation system.

### **Required Platform**

Internal communications will be through a Google account and platform. Students will use Google Doc’s, Calendar, Classroom. Each will have a Gmail account that is limited to internal communications.

# Kidstar Junior Producer Syllabus



## General Information

### Description

The Junior Producer is level three of three and builds on the skills acquired at the Junior and Senior Broadcaster levels.

### Expectations and Goals

Students will continue developing their individual “voice” in the connected community. In addition they will be responsible for producing content with other broadcasters.

### Required Course Materials

- A quiet environment to work in.
- An internet connected computer with a podcast equipment package.
- Free software: Audacity, Skype, Web-Conference Client Side.

### Operational Platform

Students will access our cloud based radio automation system.

### Required Platform

Internal communications will be through a Google account and platform. Students will use Google Doc’s, Calendar, Classroom. The Junior Producer will have an open/branded email account for official communication with the global community.

# **KIDSTAR RADIO 30 YEARS IN THE MAKING**

**FOR MORE  
INFORMATION**

THE KIDSTAR PROGRAM IS  
CUSTOMIZABLE TO ANY LEARNING  
ENVIRONMENT. CONTACT US SO THAT  
WE CAN TALK ABOUT YOUR NEEDS.



FOR MORE INFO:  
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Every Kid has a dream . . . That's how we do it!

-Perry Damone

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